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For Immediate Release

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**TRADE MISSION TO TAIWAN AND VIETNAM A SUCCESS, LT.
GOVERNOR SKILLMAN SAYS**

Today Lt. Governor Becky Skillman shared the success of the Indiana food and agricultural trade mission to Taiwan and Vietnam. The 32-member delegation returned yesterday from the weeklong mission, the second to Taiwan and the first to Vietnam for the Daniels-Skillman Administration.

"Taiwan is a well established market for Indiana, and Vietnam is still developing," said Lt. Governor Skillman. "I believe the follow-up meetings and collaborations already planned—not to mention the sales made—show a level of success far beyond what we anticipated. We accomplished more than we expected, and I believe we will have even more business deals on the table in the next six months."

In Taiwan, Lt. Governor Skillman, four state legislators, Agriculture Director Andy Miller and Purdue University College of Agriculture Dean Randy Woodson met with senior-level government leaders including Taiwanese Secretary-General and Purdue alumnus Dr. Tan Sun (Mark) Chen. National Taiwan University and Purdue University signed a letter of intent for long-term collaboration, exchanging students and faculty and assisting each other in training. "We were pleased with the high level of commitment from both government and university officials as we discussed continuing opportunities for economic development and trade between Taiwan and Indiana," said Lt. Governor Skillman.

Vietnam is a new economic force in Asia with annual growth of 8-10 percent. "Vietnamese Consul General Seth Winnick described our delegation as 'powerful, strong and focused' and was confident of the future advantages we will have in this dynamic new market," said Lt. Governor Skillman. "The outpouring of genuine support and interest from the Vietnamese business community was overwhelming."

The Indiana delegation, composed of government, business, academic, and food and agricultural leaders, held more than 68 meetings as part of the trade mission. More than four of those meetings resulted in actual sales of products and 53 resulted in plans for follow-up actions. Delegates already have forged business relationships by agreeing to send product samples to contacts made in Taiwan and Vietnam, and many are scheduling return trips to the region.

The following are just a few examples of the many successes from the trade mission:

- Indiana wines: Both Easley Winery and Oliver Winery saw their products for sale in a Taipei wine shop, the result of connections made on a Taiwanese trade mission to Indiana in May. Meredith Easley of

Easley Winery rearranged her travel plans to stay one day longer in Taiwan to follow up on three business meetings set after she arrived. Don Hollinger of Oliver Winery met with and provided samples to several business contacts in Vietnam and expects to close deals from those meetings.

- Indiana hardwoods: Both Cole Hardwood and Frank Miller Lumber Company made sales in Taiwan. Dave Bramlage from Cole Hardwood saw lumber from his company in a Vietnamese furniture store, and Joyce Miller from Frank Miller Lumber Company made several valuable contacts after being introduced at the American Hardwood Export Council Furniture Show. The Taiwanese Furniture Manufacturers Association agreed to partner with the Indiana Hardwood Lumberman's Association to connect Hoosier hardwood producers with Taiwanese manufacturers.

"Hoosiers should be proud that the delegates on this trade mission represented their companies and state very well," said Miller. "This trade mission to Taiwan and Vietnam has already surpassed our expectations, and I think it will only strengthen Indiana's effort to grow our state's agriculture industry and with that our state's economy."

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